

Franklin Cultural District Committee
Minutes of Meeting
January 22, 2019
Meeting held at Franklin Municipal Building, Room 106
355 East Central Street, Franklin, MA

TOWN OF FRANKLIN
TOWN CLERK

2019 JAN -2 A 10:37

RECEIVED

Members present: Philip Regan, John LoPresti, Nancy Schoen, Christopher Brady, Tyler Warren, and Stacey David.

Members not present: None.

Also in attendance: Bryan Taberner, Director, Planning & Community Development; Pandora Carlucci, PGC Associates, Franklin Downtown Partnership.

7:04 PM Commencement: Chairman Regan opened the meeting.

Review and Approval of Meeting Minutes.

• December 10, 2018, 7:00 PM Meeting. Motion by David to approve the December 10, 2018, Committee meeting minutes. Seconded by Schoen; voted and approved unanimously.

Updates.

• Filling Empty FCDC Seat. Regan said that he talked with Jamie Hellen; some people were approached about the seat, but they cannot do it. Pandora Carlucci's name came up in discussions. David said she and Carlucci talked. She has also talked to Hellen, LoPresti and Regan about this. She stated they really need someone to focus on the marketing side and take some pressure off LoPresti. She stated that she and LoPresti are proposing to hire a firm to do some of the marketing; therefore, it is not necessary to fill the empty seat with someone who has a marketing background. She said that Carlucci is thinking about it. She suggested Carlucci come to tonight's meeting to get a better feel for what is involved and be part of the discussion. Carlucci gave a brief overview of her background and experience. She studied historical preservation planning, received a doctorate in higher education, lived in New Orleans, started Franklin's Lifelong Learning Program, is involved in Franklin Education Foundation, is an active member of the town, longtime board member of Franklin Downtown Partnership, and an active member of St. Mary's parish. She has worked with or knows most of the members of this Committee. Carlucci stated that she wants to make sure she could give back to the group and contribute in a positive way and wonders how the Committee thinks she can contribute as she has not done a lot of marketing. She noted that it is exciting that the Cultural District was approved. Schoen said the Committee is thankful for all the work done by the previous group who got it all started. Carlucci stated that Taberner has been the constant presence in the process. She explained that as a Downtown Partnership board member, she works on the professional development aspect, vets the meeting speakers, and works on the holiday portion. LoPresti said that Carlucci offers great value because she has already done many things and her connections will be very helpful. He asked how we bring the partners in and keep them active and engaged. David said that Carlucci's value could be that she is a strong writer and could do website content and other such things; her background brings value to the group. Schoen said Carlucci's background will help because she knows what has and has not worked. David said that the partners seem interested, but sometimes it is hard to get them engaged, for instance, to attend meetings. Carlucci said she can see that it may be difficult for some partners to partner with another organization; it takes time to develop this. Taberner noted that it was snowing during the last partners meeting; otherwise, there probably would have been more attendance. He said the partners meetings need to sound exciting to make the partners want to show up. LoPresti suggested having some speakers such as from Natick to talk about what they have done. Taberner said there are three subcommittees and the intent is to

add people to them. If Carlucci wanted to be on one of the subcommittees, it would be working in parallel to the same issues as the Downtown Partnership. He would love to have her on the Committee or a subcommittee. Regan said she would be a welcome addition and encouraged her to engage in tonight's meeting discussions.

- Other. None.

Sub-committee Updates.

- Partnership Sub-committee. Feb. 11th Partners Meeting/Other: Schoen said they were still working on the online story map. When she sent out the press release, she received 13 responses. She has not received any more story maps. Taberner said he has not received any more since the one last week. David said when they send another email about this, they need to include exactly what Taberner wants. Taberner said they already sent that information. David said to send it again and the partners could bring their information to the partners meeting. Regan said that during the partners meeting, they will show what has already been done. LoPresti suggested that during the meeting they could work with some of the partners to help them with their story map. David agreed they should show some examples received during the meeting. Taberner asked Schoen to meet with him during the next few weeks to discuss story map. David said she has worksheets to help walk people through an elevator pitch; she will bring those to the partners meeting. Regan said it would be helpful to show a variety of examples. Taberner said he thought one would be culinary arts, performing arts, etc., and have three or four examples to begin with. Regan said they should pull the list of categories from the website so everyone could see an example from their category. David showed Carlucci an example of a story map.

Regan said a party for the partners was discussed and asked if they wanted to make the Feb. 11th meeting a thing for the partners. David said she and LoPresti talked about it; they want to do a launch party. Taberner said they need to have a Mass Cultural Council event in town to kick off the district and asked if they want to wait until it is a little warmer. He suggested the Committee discuss when and how they want to handle it. He said that MCC will be making signs. They want to get this done in the next few months and not wait until summer. LoPresti discussed a potential launch party with all the partners, residents, and people from outside of town. David said date-wise it could be done as part of ArtWeek which begins on Friday, April 26th and they could try to do something early in the day. Taberner agreed the way to go might be to piggyback on another event; he has to check with the others who will be attending. David described the set up and plan for that ArtWeek event and how a section could be done for partners with free booths. Taberner stated that during the Feb. 11th partners meeting they could get a feel for it. He said he sent an email to MCC about what the launch looks like and how it is usually done. It has to work for the Town and for MCC. David said if it becomes part of ArtWeek, then ArtWeek can help promote the event. Taberner said he will contact the state and get their requirements and ask about the ArtWeek dates. LoPresti said everyone agrees this should be done in April or beyond to be warmer. David said she sent out the announcement with the press release and the notice about the meeting. They need the Feb. 11th meeting agenda so she can send the agenda and another reminder out. Taberner said they need to start calling it Cultural District partners, not partnership, so there will be no confusion.

- Goals Sub-committee. Business Innovation Zoning District/Other: Taberner provided copies and reviewed the summary of the bylaw amendment handout title "Proposed Mixed Business Innovation Zoning District and Related Zoning Changes Proposed for Hayward and Fisher Streets Area." Taberner stated the letter and attachments are going in the mail to adjacent property owners. He mentioned "collision spaces", which are spaces where people set up a business incubator or working space and they collide together and come up with new concepts to help the business community. Taberner said there is a lot of information about downtown organizations pushing incubators and co-working spaces. The Town does not have any. It would be a good

market for them. That location is ideal for something like that. There is an offer out there to buy the entire parcel. The place is full of stuff. It takes a lot of money to have it cleaned out. He hopes in the future there will be people looking to meet with this group and others and see what could be done with this. He explained that at the last Town Council meeting it was a referral to the Planning Board. The Planning Board's public hearing is on February 4th. The following week, on February 13th, it is back to the Town Council for the first reading. He would like any Committee members to support this by attending the meetings or putting something in writing. The Planning Board will likely recommend this to Town Council. Warren said he can attend on the 13th; Schoen, Brady, and David said they can attend on the 4th.

Brady said now that they are a real district, the real work begins in identifying goals and doing metrics. He has been researching this and reaching out to larger regional organizations to see what data they collect. He said the 2019 metrics will be the baseline. He asked what data the Downtown Partnership collects. He is looking at the National Endowment for the Humanities. David mentioned other resources he could look to for metrics. She asked Brady to prepare a slide requesting the partners to track specific data. Taberner stated Alan Mercer has been tracking some metrics for the past years; there has to be something to compare year after year. Warren suggested a worksheet for each type of business that partners can fill out. Taberner said that they could provide Brady with some names and contact information. Brady said he would be in touch with the subcommittee to have a meeting before the partners meeting.

- Marketing Sub-committee. Marketing Plan (B. Taberner)/Other: Taberner said he wanted to talk to the Committee about what he, Carlucci, and Hellen have been talking about. He stated that Hellen thinks it is important to have a marketing plan. The website is an important component of that. In the Downtown Partnership, how do we make an impact in the economic activities in the downtown? How do we help the businesses or attract businesses? There are different levels of marketing studies. This may cost \$10,000-\$20,000. It is something we can use as a baseline for this, the Downtown Partnership, and the Planning Department. It will inform our thinking as we advocate for economic growth. Taberner said they could do some resident surveys and some easy things but could get a professional for a good analysis with good data. He is putting together a technical assistance grant to help with that. LoPresti asked if the Town is looking to create a Town marketing plan. Taberner said this would be a first step to many things as base information, such as types of businesses, demographics, etc., which would be good data for businesses that may want to come into town. He stated they have been talking about including the Cultural District in general, the Clark-Cutler-McDermott area, and going down Union and Cottage Streets which is an older commercial district, and not really bothering with Rt. 140. They will be doing the study for the older business districts that they are trying to stimulate. He wants to do this anyway and it will also be important information for the Committee. It will be a good project. David said there is a Mass Cultural Council grant that could be applied for. Taberner said a few months from now they probably will be applying for some grants. Committee members discussed possible grants available. Regan noted there was a marketing plan for the District. He suggested balancing the promoting of the Town as a whole and keeping a tight lens on the District. Taberner said this could be talked about under economic development at the partners meeting.

LoPresti said he and David have talked about the website and tool kit and the general need for content to be created. He stated David knows a PR person, Julie, who could create the base content. He and David put together a plan of the items they want. Julie provided an estimate of \$3,500 and cost of materials; probably about \$5,000 in total. This is a discounted rate for non-profits. David said Luis at the MCC said they have to apply for the \$5,000 in grant money; the deadline is March 8, 2019. There has to be a project; the group just does not get the money. This would be a good place to spend the money to help launch the District. She said she has not looked at the application but will confirm the application date. She stated that Julie has her own PR firm

and many of her clients are arts and cultural related. She reviewed Julie's background. She stated that Julie would also write the press release and plan the launch event. David has been doing all the press releases so far, but for the launch event, a professional should do it. LoPresti said a lot of what Julie would help create would be reusable. David said on the list was also her suggestions for co-branding, co-partnership, and co-marketing ideas to present to the partners. Brady said that the way money is spent is that the ideas/proposals from the subcommittees should be brought to the Committee and everyone discusses and comments before a decision is made. LoPresti and David said they have made this idea as a proposal and are bringing it forward to the full Committee to vote on. They are flexible. Regan said that in the future, there should be something presented in writing before the Committee meetings for everyone to read. David said she would give everyone a copy of the proposal. She said that the way it looks is that the Committee can apply one time in the next six weeks to the MCC to get the \$5,000. There is not much direction or notice. David suggested going with the \$3,500 proposal given the tight grant proposal deadline. David asked if any other group have enough information to actually know what their group needs. Taberner asked if the Committee should meet again before the partners meeting on the 11th? LoPresti said he and David should get together again regarding their proposal. David said she would forward the email to everyone. Regan said there will be another meeting before the partners meeting. David mentioned that the press release went out to a few newspapers and it was posted on social media. She contacted Dave Drucker of Dean College to do a survey with their students. She sent him a draft of the survey and they will talk tomorrow about it. She reviewed the survey questions. She will confirm with Drucker that the survey will go out end of February or beginning of March. This will be good data to pass along to the partners.

- Website Development Sub-committee. Consultant Status)/Other: Regan said they found a vendor but would not say who it was as it is not finalized. He stated that Jamie Hellen is finding the funding and confirming with the IT department. It will take six to eight weeks from the time it is finalized. It is a phased approach to the build. They will get a solid foundational site up first with Google calendar. Then after initial build, they will work on an updated calendar in the new website. It will time out well with the marketing plan. The hidden cost with this vendor is working with the design team which has to be addressed; the \$12,000 does not include this. Taberner asked that the vendor provide the additional dollar amount for the design and then that amount should be given to Hellen to be requested; the Committee wants to go to the Town Council with the full dollar amount. Design money could be taken from the \$5,000 MCC money which could be considered part of marketing. David said she does not understand why design is not included. Regan said he will get an updated quote. Taberner said he talked to Steve Sherlock who gave him a list of the automated connections of what is feeding into the Google calendar; he provided Committee members a list. He noted that Sherlock volunteered to help Regan in any way he can. Committee members discussed URLs. Regan said a new website should be up around the end of the first quarter. LoPresti asked if all the launches should be tied together.

Meeting Schedule.

- Regular Meetings. Committee members agreed the next meeting would be held on Monday, February 11, 2019, at 6:15 PM, directly prior to the 7:00 PM Partners Meeting, at the Senior Center. Warren said he will be unable to attend. David noted a cultural connections event at Rhapsody's Victorian Coffee House on Thursday, January 24, at 7:00 PM; it is a chance for people to talk about what went well. Members should have received an email about this.

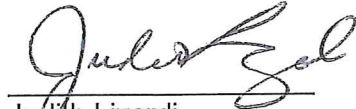
- Subcommittee Meetings. None discussed.

Other.

David said thanks to all who went to the Salem event. She said she will put a copy of the slides on Google docs and everyone can make the changes they would like. Schoen said she will send the partners an agenda one week before the meeting plus a follow-up reminder. Regan asked for a grant application snapshot. Taberner asked David to put the Dean survey on the Team Drive; David said she would include in the presentation. David said she would confirm the deadline date for the application. Carlucci asked if the Committee was sent a letter or formal notice of the District status. Taberner said they will receive it during the event.

With no further discussion, a motion was made by David to adjourn the meeting. Seconded by Warren; voted and approved unanimously. Meeting adjourned at 8:35 PM.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Judith Lizardi", written over a horizontal line.

Judith Lizardi
Recording Secretary